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African Violets

(FOR BEGINNERS AND COLLECTORS)

Fall 1953 Catalog



Ruffled Queen

\$3.25

(fringed dark burgundy)

SPOUTZ AFRICAN VIOLET GREENHOUSES

34365 MORAVIAN DRIVE

FRASER, MICHIGAN



Evening Sunset

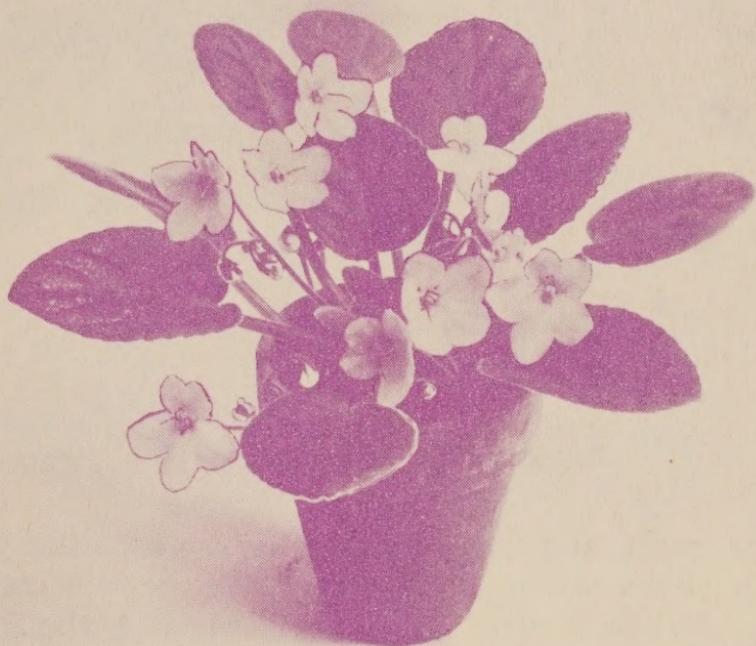
\$2.75

(pink and blue)

This new variety remains nice and compact, never gets leggy or too big for your windowsills. The round flowers are a novelty also, in two colors, and from a distance the effect is a light blue flower. Something different!

**2 Catalogs
FREE**

New "prospective customers" will receive 2 catalogs free, and any order large or small will place your name on our regular mailing list. Make sure of getting yours regularly by deciding NOW if an African Violet collection is going to be your enjoyable hobby!



Pink Delight

\$2.25

(rich cameo pink)

Pink Delight has "bronze type" foliage which is very new in African Violets and is very impressive, for the leather-like substance gives it exceptional darkness and a glowing quality which is lacking in light green leaves. Dark red stems and each leaf is flushed rose underneath.

Velvet Girl

\$2.50

- * 2-tone "red"
- * Captivating
- * Large flowers



The two uppermost blossoms in the accurate photograph above will tell you more than words can describe. When I first saw this variety I thought of "Pansy-Puss." It's clean cut and adorable and a very good bloomer, with outstanding foliage.

The lower petals are mostly a dark orchid I'd say, but with a permanent red-garnet edging at the outside tip. The two upper petals are solid in tone with the same velvety dark red-garnet coloring and it does not fade out. Something new in African Violets!

This captivating pansy-like flower has an endearing personality and a warm and unassuming nature, and the two colors have an instant appeal. No other like it. Easy to grow . . . lots of flowers.

African Violets are just the gift when you want to say "I'm thinking of you." A hundred kindly thoughts will not register like one actual gift of plants such as we furnish. Gift wrapped and guaranteed to please!



Azure Beauty

\$2.50

(white with blue)

One of the greatest thrills of collecting African Violets comes from the addition of an exceptionally choice variety. We are very proud to offer the latest outstanding introductions of several hybridizers, which are the result of years of cross breeding! Azure Beauty, one of the latest double flowering varieties, is exquisite! Extra large flowers and so many of them! Be the first in your neighborhood to own this 2-tone fluffy double!

double-flowering



Queen Neptune

\$1.75

The beginner starting this hobby of growing African Violets will be pleased with this one!

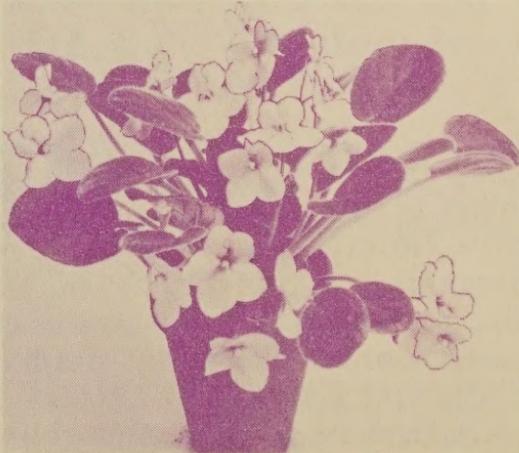
There are so many large sized fully double flowers of dark blue, that it may be difficult to tell where each blossom starts.

Queen Neptune has beautiful deep forest green quilted foliage, and will surely win admiration for unusual blossoms of peerless beauty. Blue-white petaloids in the center, and occasionally there is a bright golden stamens in the center, to intensify the coloring! This is the one to buy for your first double . . . it's priced low for the modest purse.

Lavender Beauty

\$1.25

Smooth, silvery, mauve, whose outstanding qualities are extra large flowers of the softest mauve! A profuse bloomer, too.



BEGINNERS: *Those who want varieties that have stood the test of time . . .*

New African Violet enthusiasts buying their first plant should select varieties that are inexpensive but distinguished. However, do not overlook those that may be priced a little more, for they are a good buy also. If you have some unknown varieties now, remember you can rely on our catalog descriptions and therefore avoid buying duplicates.

Have you noticed that our catalog doesn't confuse you with endless varieties? . . . we're very fussy about this because we're sure you find it difficult to choose anyway. Remember that words alone cannot give you a true picture of the beauty of all these lovely plants. Allow your imagination a free hand!

COLLECTORS: *(the beginners of yesterday) . . . Those who want the latest sorts.*

We receive so many letters asking about varieties we do not sell, and are always glad to answer fully. When we select a variety for this catalog there must be more than a whisker's difference before we list it. I am always mindful of the days when one violet was blessed with nine names, and today, as ever, when we state Red King is the best "red" so far, it is because a "newer" red has not impressed us favorably in vigor, flowering habit. There must be an improvement or it is unwise and unfair of us to recommend it.

We place an unqualified "okay" on every variety that is listed on the following pages . . . for performance, they are distinctive and worthwhile in your collection!

Remember in buying African Violets, price is not everything. Recollection of our high quality plants and packing remains long after price is forgotten. We're very happy when your letters say "plants from you are the nicest I've received by mail."

GUARANTEED

AFRICAN VIOLET PLANTS

Standard, Patented and
New Varieties for Beginners
and Collectors



A FAIR TRIAL OFFER: If you've never ordered from us before, let us prove to you that we KNOW HOW to pack plants for shipping. For \$1.00 we will send you an African Violet plant of our choice of variety, properly labeled. You save money! We prove that our plants are all we say they are. To avoid duplicating what you have, mention colors you have now. Limit: 2 Plants, per customer. Variety is our choice! **\$1.00 ea.**

APPLE BLOSSOM: A new variety with large white flowers, of excellent substance, that are brushed with pastel rose-orchid at the edges and in the center of every bloom. The foliage is extra strong, and flower stems are held high above the foliage. An excellent bloomer—giant flowers! **\$2.50**

AZURE BEAUTY: It's pictured on Page 5. Sparkling white fluffy double blossoms of wax-like substance, with center petals shaded light blue, and bright golden stamens in the center. Extra large double flowers, a profuse bloomer. An unusual color combination with flowers classed as "white," reminding you of summer skies and billowing clouds on a sunny day. Very choice and extra nice. **\$2.50**

— our prices are all POSTPAID —

spoutz african violet greenhouse . . . fraser, michigan

BI-COLOR: A pretty African Violet that is sure to please you because it is different and grows quickly. Flowers have plum colored tips on the upper 2 petals which are a beautiful contrast to the pale lavender coloring of the rest of the blossom. It's easy to grow too.

\$1.25

BLUE GIRL: The heart-shaped leaves are so lady-like and graceful with fluted edges and an ivory white spot where the leaf joins the stem, that you should select this one as your dark blue variety.

\$1.25

BLUE HEIRESS: It's a brilliant blue that's really sharp, and has many extra large flowers of heavy substance, for it is a DuPont seedling. Perfect growing habit, and foliage that is heavily scalloped. You will receive many astonished and envious compliments for its strong husky appearance and grandiose flower stalks!

\$2.50

CLIMBING African Violet "Grotei": (pronounced Grow-tee-i). They're new in this country but they have been growing in Africa for quite some time. Found in dense shade, and requires good drainage. Leaf and stems are not brittle! Will definitely make a trailing or a climbing plant and it blooms, too! Small flowers in clusters, light blue at the tips and shading darker in the center.

\$2.75

We guarantee satisfaction or your money back!



POKON PLANTFOOD

doubles the pleasure from your African-violets, because they are fond of it.

Order a \$1.00 size jar now.

spoutz african violet greenhouse . . . fraser, michigan

EVENING SUNSET: Wish we had colored pictures for this one as it is very hard to describe. Imagine a dash of vivid pink surrounded by blue, and where the colors overlap, the combination includes purple. But none of the colors are loud or harsh — it's the smoothest pastel blend! Nice dark leaves, rounded form. Real cute! Collectors love it. **\$2.75**

GYPSY: New! Really exquisite round flowers of smooth rose-orchid, borne in clusters on strong stems. Not a pale color but one which is bound to attract much attention in your collection. A very symmetrical plant with beautiful "girl" foliage. If you are a beginner, select this one instead of Vanity, another new variety in this color class, for it grows more quickly.

\$2.25

HOLLY: We had a violet Show here at our greenhouses last Fall, with varieties on Show not yet for sale. Holly captured more excited comment than anything else we had! Our two Show plants could have been sold at fantastic prices, but Holly was not available to us in unlimited quantity then. The name truly describes the foliage, dark bronze green very frilled and pointed crisply at the edges, and royal purple beneath. The darkest leaf and shiniest leaf you've ever seen! Flowers are blue. **\$3.00**

INDIANOLA: If you have been admiring violets with really bright wine-red underfoliage, then you'll love Indianola. Grows quickly. Flowers are orchid and plum, with an angry-looking frown in the middle of the blossom. Nice dark foliage. **\$2.25**

— Remember that we pay the postage —

spoutz african violet greenhouse . . . fraser, michigan

INSPIRATION: Not a dark flower but a pastel lavender-blue coloring is about right, and the foliage and flowers are both much larger in size than most varieties we sell. Many widely opened blossoms at a time. A superior bloomer, that looks extra nice alongside a pink! \$2.50

LACY GIRL: Perfectly round flowers with each petal so rippled and frilled that it gives the impression of a fuzzy rick-rack fringe. Darkest fringed velvety midnight purple flowers that last a long time, and grow to giant size, with heavy substance. The golden stamens in the center of each flower appears as a jewel in a dark setting. Foliage remains compact, is crisply waved, husky in appearance. One of our best. \$2.50

LADY ENCHANTRESS: Brand new! Every deep wine flower has a sugar-white edging that makes it sparkle . . . and this dependable bloomer is surrounded by darkest green girl-type foliage, making it a beautiful picture on your windowsill! Not temperamental either, you can count on this one to bloom like it should! Extra choice. \$2.25

LAVENDER BEAUTY: Lightest silvery mauve. Written words cannot do it justice, but it is promptly bought by all who see it in bloom, and it is our favorite light toned variety. One of the new hybrid series with widely opened flowers on well branched stems that have brought great size and exquisite coloring to edge out the old-fashioned kinds. Dependable! Pictured on Page 6. \$1.25

—Violets cannot be mailed after Nov. 15. Order Now!

spoutz african violet greenhouse . . . fraser, michigan

MENTOR BOY: The flowers are a pleasing reddish purple, and entirely distinct from all others in the beginners class. Blossoms reflect handsomely in the sunlight and you will receive many compliments on the number of flowers. A free-blooming inexpensive kind that's sure to please! \$1.25

PAINTED GIRL: It surely is exciting to watch each bud open up on this one! This new hybrid will blossom mostly with a heavy banded border of bright reddish-orchid on the white flowers, but sometimes the stripe runs to the middle of the flower, making a star-like effect! Clean color combination, very lively and unusual, one which is a customer's favorite here at our greenhouses. \$2.25

PINK ATTRACTION: The hybridizer just released this one, so it's brand new this season! A truly bright pink with the center lots deeper in color. A superior bloomer, and the flowers show off beautifully above really good looking foliage. If you've been getting our catalog regularly, you'll notice that we dropped two other pinks to make room for this new one, which will prove to all serious houseplant enthusiasts that this new PINK is much handsomer than the older kinds. \$2.75

PINK BEAUTY: A true apple-blossom pink that blooms easily and looks nice amongst your other varieties. Neat green foliage. An excellent beginner's variety! \$1.25

— the above prices include the postage! —

spoutz african violet greenhouse . . . fraser, michigan

PINK DELIGHT: Has "bronze-type" foliage which is very new in African Violets and is very impressive, for the extra dark leaf gives the true cameo pink flowers an exquisite setting. Leaves are flushed rose underneath with dark red stems. Always 6 buds per stalk.

\$2.25

PURPLE KNIGHT: Impressive darkest blue-purple flowers of a giant size and yet an excellent bloomer! Such huge blooms! Reminds us of Ulery's Blue Wonder for SIZE and has flower stems strong enough to hold them up where they can be seen, too. Shiny dark leaf, very supple and not brittle. Mentor Boy has been able to keep its place as the best free-blooming dark kind, but now Purple Knight is sure to win that honor. Extra nice!

\$2.25

QUEEN NEPTUNE: Our Spring 1950 catalog listed this one for the first time, but now it is priced low so as to be in YOUR collection! Fully double flowers with each petal placed "just so," to form a beautiful bloom of darkest blue. Plenty of flowers and beautifully dark spooned leaves. See Page 6.

\$1.75

RED KING: Think of a rich burgundy wine against velvety foliage of darkest green. The connoisseur will be proud to exhibit this variety at Flower Shows where it will surely win prizes for unusual color and perfect growing habit! Always 7 or more buds on every flower stalk. Very aristocratic and the BEST of the dark reds. Red King does not fade and enjoys a sunny window. We've seen many newer "reds" but still prefer RED KING because it's tops! See Page 21, for a true illustration of its beauty!

\$2.25

New varieties are scarce. Mail us your order **EARLY**

spoutz african violet greenhouse . . . fraser, michigan

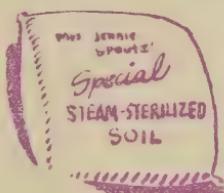
ROSE MARIE: This is really a true rose, with the upper 2 petals a bit deeper than the lower 3, but the overall tone is DEFINITELY ROSE. Flowers as large as a 50c piece, with stems of deep wine. Smooth tailored foliage which is lightly quilted with reddish reverse. It grows beautifully if kept just one crown to a pot. This variety has been sold out early each season.

\$2.50

ROSE RAINBOW: Big double white flowers edged with rose, a perfect companion to the already established Azure Beauty which is shaded in blue. This is a beautiful variety, and such an easy bloomer too, for every bud will unfurl slowly and the flowers will last a long time, will have to be picked off for they do not drop off. The white glistens with frosty-like effect. **\$2.75**

ROYAL SCOT: We know that double blue Queen Neptune has been a favorite in either a small or large collection, because of those deeply spooned dark green leaves which are flushed wine underneath, and such heavy quilting. Now we have Royal Scot with big puffy double light plum flowers edged deeper, making the blossoms oh, so much larger in appearance, and that same grand shiny leaf! **\$2.75**

AFRICAN VIOLET POTTING SOIL



This soil is exactly what we use here, and it produces loads of flowers for us year-round! We grow nothing but African Violets, so this is a quality tested product, and we have it packaged in plastic bags right after soil is sterilized by steam. Nothing to add. Composed of: leaf mold, rich woods earth, good garden soil, well rotted cow manure, peat moss, and vermiculite.

1 pkg. (2½#) — \$1.75 POSTPAID

2 pkgs. (5#) — \$3.25 POSTPAID

RUFFLED QUEEN: The violet on the front cover with that new fringe that's out of this world! This is one of the "breaks" that collectors have been waiting for and what opportunities await the amateur hybridizer! Flowers: Immense dark burgundy HEAVILY FRINGED, as shown in the photograph, and a prolific bloomer, every blossom with the fuzzy rick-rack margin on each petal edge. Jewel bright golden eye in the center. Foliage: Extra strong type leaf with a neat pinked edge, most outstanding! If you have a violet fan that you owe a present to, make it Ruffled Queen! Flowers big as a silver dollar! **\$3.25**

SAILOR GIRL: If you are looking for a friendly pot plant, with many virtues, buy Sailor Girl, the single-flowered light blue that has been one of our favorites for years. **\$1.25**

SAILOR'S DELIGHT: A medium-light blue, yet so vivid and vibrant! Remarkable for the number of flowers and its velvety finish. Widely opened blossoms of exquisite coloring, and an A-1 performer. Flower stems held firmly above the foliage. The fluted girl-type leaf is very lady-like and gently rippled. **\$2.00**

SNOW GIRL: Varieties with "girl-type" foliage do not require as much room as most plants do. Snow Girl has pure white flowers on well branched flower stems, and lots of bloom all the time. Remains nice and compact, with light green leaves. **\$1.75**

Visitors to our greenhouses always exclaim over
Ruffled Queen!

SNOW PRINCE: Absolutely pure white flowers, that are full, round, and truly bigger than a Silver Dollar! If you have had trouble growing the pure white ones, we guarantee that SNOW PRINCE, pictured on the front cover, will give you new confidence! The widely opened flowers glisten in the sunlight, and the yellow eye in the center appears like a jewel. Heavy stems. Always 7 or more flowers and buds. Light green white-stemmed foliage; we have healthy well-formed plants that are most anxious to bloom for you! **\$2.00**

VANITY: We regularly visit hybridizers, looking for new named varieties. This time we were most fortunate and were able to buy all the "rights" to an unnamed seedling now registered as VANITY. Classed right alongside Ruffled Queen as a "must" in your collection! Gigantic flowers of richest orchid-rose, deeper in the center, with heavy wax-like substance and lightly fluted at the edges. A superior bloomer; long-lasting flowers grow larger, more beautiful day by day! **\$3.25**

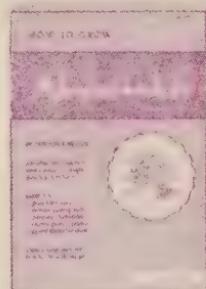
VELVET GIRL: Shown on Page 4 and really striking, in a two-tone red combination. This captivating pansy-like big flower has an endearing personality, clean cut and adorable! Lower petals are mostly rich orchid-red in tone, with a permanent red-garnet edging at the outside tip of each petal. The upper 2 petals are solid velvety dark garnet, and this doesn't fade out a bit! A profuse bloomer. Handsome strong girl-type foliage. T'was number two in our popularity list last year! For sharpest 2-tone effect, we recommend that you use our Pokon Plant Food regularly during summer months. Truly exquisite, and just loads of flowers. **\$2.50**

3 Books.. for More and Bigger Flowers

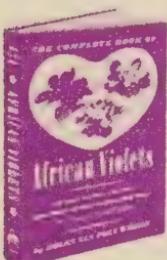
\$1.35—"HOW TO GROW AFRICAN VIOLETS"

by Carolyn Rector — 94 pages

Beginners . . . here is the book for you! Chapter 2 starts off with "Let us say that an African Violet addict offers you a leaf." . . . and Chapter 3 commences "so now your leaves have rooted nicely" . . . and this book carries you right along (neighborly-like) to Chapter 14 on "Grooming Plants for the Show Room." Mrs. Rector has filled every page with money-saving ideas; there are many clear drawings to guide you.



\$2.95—"THE COMPLETE BOOK OF AFRICAN VIOLETS"



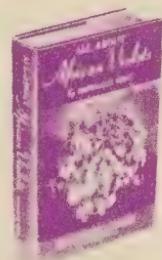
by Helen Van Pelt Wilson — 245 pages

Instead of revising her first book, Mrs. Wilson has written a completely new one, which contains 29 photographs in full color! Many experts have contributed to the information presented, and drawings added. Collectors interested in exhibiting their plants will be interested in the chapter on "Show Business and Judging."

\$3.50—"ALL ABOUT AFRICAN VIOLETS"

by Montague Free — 304 pages

I was interested in this book long before it was printed, for Mr. Free is one of the associate editors of "10,000 Garden Questions Answered" . . . a book which I consider a gold mine of practical information for an amateur gardener. But going back to Mr. Free's "All About African Violets," it was written about plants Mr. Free took care of himself. Every problem you are likely to meet under home conditions is taken care of. Non-technical and very humorous. You're sure to enjoy his droll observations of some of the varieties "discussed" . . . 69 pages worth! Collectors . . . don't miss this book. Includes 111 photographs on varieties, propagation; 28 color drawings Yes, this big book contains 304 pages!



"BOOKS MAKE A PERFECT GIFT"

POKON PLANT FOOD

"Imported direct from Holland"



DOES NOT CONTAIN CHLORIDE
WHICH BURNS THE ROOTS

We use Pokon in our African Violet greenhouses regularly. Our customers who have used this product from Holland for eight years send us unsolicited testimonials like this one, received in August 1952, from Mrs. H. B., of Greensburg, Indiana — "I just had to drop a line about Pokon. I have had wonderful results. All my neighbors just "Oh" and "Ah" about the large and many blooms on my violets. Some of them are common kinds but they surely don't look it when I use Pokon."

If YOU have had trouble getting your African Violets to bloom, the trouble might lie in the fertilizer you have been using, for violet roots are tender and chloride and wrong fertilizer can ruin your collection in no time at all.

Here's what you should do. Compare the analysis of Pokon (16-21-27) with whatever you've been using, and notice the high concentration of nutritive elements which has made Pokon world known. Pokon dissolves instantly and completely. Odorless. Simply dissolve a teaspoon of the crystals in a quart of water, use this every other week. Left over solution can be saved till used up.

Here's what Pokon costs: Just 4 cents a plant a year! You must feed your plants for biggest flowers, and you will notice the difference at once, for Pokon promotes stronger root systems and richer darker foliage, PLUS longer lasting flowers!

POKON PRICES

With any order:

25c size — 25c

75c size — 75c

\$1.00 size — \$1.00

If sent alone:

25c plus 25c mail charge — \$.50

75c plus 25c mail charge — \$1.00

\$1.00 plus 25c mail charge — \$1.25

Spoutz African Violet Greenhouses

34365 MORAVIAN DRIVE

FRASER, MICHIGAN

Ship to _____

Address _____

City-State _____

Michigan customers please add sales tax 3%

Michigan customers please add sales tax 3%

Violets cannot be mailed after November 15—Order Today!

"RECOLLECTION OF QUALITY REMAINS LONG AFTER PRICE IS FORGOTTEN"

So Our Policy is . . .

You be the Judge of Value — We Are Anxious to Please

GROWING instructions are sent with all orders; tells how to mix your own soil for best results, gives many hints on propagation, how to save a plant that has been damaged; information on watering, fertilizing. You don't need a green thumb, just a few rules!

Since we cannot ship plants during winter months, all orders received in the winter will be put on record and we will commence mailing plants starting mid-April or so. Whenever the weather in Detroit is above 40°. Since we would have to replace at our expense any that arrive damaged, you can understand our caution. Earlier shipments will be made at customer's insistence . . . and risk. But it takes so long to grow a nice plant, we hope you will allow us to select the proper shipping time to your area. The non-perishables like soil, etc., will be mailed in any weather.

ORDER EARLY because many of the newer varieties are in scarce supply. We will not substitute unless you mention 2nd choice. If temporarily out of stock may we hold your order and send that variety a bit later?

OUR CATALOG is sent regularly to customers on record.

EVERYTHING is priced POSTPAID to your door (no C.O.D.).

ALL PLANTS are true to name, top quality and size, State Inspected and free from insect pests and disease. Varieties not listed may be under propagation; your inquiries are solicited.



Dear Mrs. Spoutz:

I have a friend who appreciates house-plants . . . send your catalog to

1. _____

2. _____

No matter what your selection, you are assured of
Quality Plants and Quality Packing.



Red King

\$2.25

(Nearest to "red" so far)

We hasten to admit that truly crimson red African Violets aren't to be had but this one is the nicest we've seen. Red King holds its color and makes a compact plant. When grown in a sunny window the foliage shows unusual darkness!

As in the past, we have looked carefully at all the "newer" reds that have been named, and we still believe that Red King outdistances all others. The picture above shows its neat growing habit, and it is easy to bloom, with six and more buds and flowers per stalk, held well above the foliage. Red King holds its color evenly (remember, it's not a fireman's red), and young plants are covered with claret-to-wine good sized flowers. Very aristocratic!

To Beautify Your Window Garden

ORDER

"Wik-Fed" Flower Pots

made of unbreakable Styron Plastic!

Especially for the busy housewife! Neat, clean, cheerful and designed to make watering a whiz! Tiny feet the size of a pinhead keeps the base off your sills and tables, no chance for staining. You just fill the base with water when the wick is dry; about every 10 days. Glamourize your windowsill garden with these new last-a-lifetime Wik-Fed flower pots.

Colors: Chartreuse, coral, canyon gray, blue, yellow, green, red, ivory, bronze, pink, and lavender. Each with a highly polished black base, complete with the wick that gives your plants a constant supply of water. Prices are postpaid.

	Each	Per 3	Per 6	Per 12
Regular 4" size.....	\$1.25	\$3.50	\$6.50	\$12.00
Larger 5" size.....	\$1.75	\$5.00	\$9.50	\$18.00



Our Guarantee of Satisfaction Included With Every Order

Dear Customer:

We were glad to pack your order and hope you're pleased. Everything in this box is guaranteed to arrive in fine condition and if it isn't, please return promptly. This offer expires in 10 days.

Our African Violets will grow and bloom for you, just keep the Growing Instructions handy in your catalog. Remember, we're anxious to please and ready to help, because your collection is very important to us.

Sincerely,

Charles and Jennie Spoutz

TO CUSTOMERS WHO'D RATHER "COME AND GET 'EM"

Our greenhouse are located at the corner of Schoenherr and Moravian Drive, between 14 and 15 Mile Roads. Schoenherr starts at Gratiot and 6 Mile Road in Northeast Detroit. Phone: Warren 5011. Bank References: State Bank of Fraser, Fraser, Michigan.





*Snow
Girl*
\$1.75

exquisite
pure
white

SPOUTZ AFRICAN GREENHOUSES
VIOLET

34365 MORAVIAN DRIVE

FRASER, MICH.

Sec. 34.66 P.L.&R.
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over the "permit section".